

"Love Finds Andy Hardy" Held Over 2nd Week, Loew's, Toronto

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

Vol. 30, No. 19

TORONTO 2, CANADA

August 27th, 1938



**PALMY
DAYS
AHEAD!**

(See Inside Cover)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

"There's a job for you
mitt, Mr. M-G-M Showman!"



—while "The Crowd Roars"
and "Love Finds Andy
Hardy" continue to blast the
heat with happy hold-overs,
look what's coming!



**NORMA SHEARER
TYRONE POWER
"MARIE
ANTOINETTE"**

Direct to your Patrons at Popular Prices while
Broadway and Los Angeles pay \$2 to see it!

AUG. 26th

SEPT. 2nd

**Janet
GAYNOR
Robert
MONTGOMERY
Franchot TONE
"THREE LOVES
HAS NANCY"**
Hysterical Preview brings
forecast of sensational hit!

**SPENCER TRACY
MICKEY ROONEY
"BOYS TOWN"**

The Greatest Heart Drama
Ever Made!

SEPT. 9th

SEPT. 16th

**CLARK GABLE
MYRNA LOY
"TOO HOT
TO HANDLE"**

Still in production and already
the talk of Hollywood!

SEPT. 30th

**Wallace
BEERY
Mickey ROONEY
"STABLEMATES"**

Box-office honey with tears,
thrills, laughter

ALSO IN SEPT. & OCT.
"LISTEN DARLING"

(Freddie Bartholomew, Judy Garland
Mary Astor, Walter Pidgeon)

"VACATION FROM LOVE"
(Florence Rice, Dennis O'Keefe)

"YOUNG DR. KILDARE"

**Jeanette
MacDONALD
Nelson EDDY
VICTOR HERBERT'S
"SWEETHEARTS"**
in Technicolor
Beyond your wildest dreams!

OCT. 28th

**"THE GREAT
WALTZ"
LUISE RAINER
FERNAND GRAVET
MILIZA KORJUS**
Music on the cash register!

OCT. 14th

M-G-M

THE FRIENDLY COMPANY

Canadian Moving Picture DIGEST

Established
1915

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RAY LEWIS
Editor and Publisher

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A PLAGUE UPON ALL YOUR HOUSES



REFERRING again to revivals, we don't know how much loot is going to be secured from this good idea, which becomes not so good when everybody promotes it,

thereby causing too great a supply of films which have long since gone into storage.

Could not the business of revivals be less in the nature of a deluge, since very few of the old pictures are sufficiently interesting to provoke a public interest to see them again, today? Could not the policy of revivals be regulated by the producers, giving to each company the privilege of re-issuing one or more pictures, rather than the present haphazard plunge-at-it showmanship which will soon cause the Public, which is looking about for some escape from boredom, to exclaim, "A plague upon all your houses, there is nothing new under the sun!"

NORMA SHEARER'S RETURN

THE Screen and the Screen's followers will welcome the return of Norma Shearer, not for one film success glory, which is already assured for "Marie Antoinette", but for a program which will present this most charming star in two or three films yearly for the next two years, at least.

Following "Marie Antoinette", Norma Shearer's next picture is "Idiot's Delight", which will give the star a modern role. Following "Idiot's Delight", Miss Shearer will appear in "The Women". This latter play was the one around which so much discussion was waged during its successful Broadway run. It established a precedent for an all-women cast.

During the tour of the company, "The Women" came to Toronto, and these very frank females of the species, proved sufficiently feline to provide interesting tragic-comedy.

Jane Austen's "Pride and Prejudice" will again present the star in that multiplicity of petticoats and proprieties which her charm and personality adorn.

We did hear something about Norma Shearer and Clark Gable for a David Selznick production of "Gone With The Wind" — but gone with the wind is that story which we heard, so far as Miss Shearer is concerned.

Now, we eagerly await, "Marie Antoinette", of which picture Mr. Louis B. Mayer, supervisor of M-G-M productions states, "It is the greatest thing done in our studios since 'Ben Hur'". It will be the first of the big pictures to be presented at London in the early Autumn, and it will run two and a half hours, with an interval between the first and second parts of its presentation.

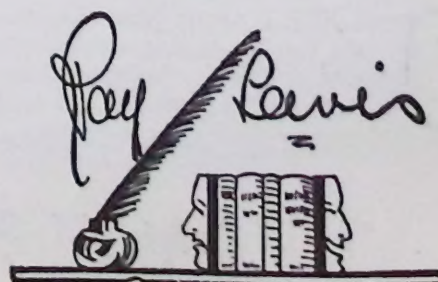
The visit of Their Majesties, King George VI and Queen Elizabeth to France, and the reception which the French Government and the people of France gave to Their Majesties, directed the attention of the public particularly toward France, and the significance of this visit of royalty to her shores.

In one hundred years, there have only been three such visits by reigning monarchs of Great Britain to France.

In 1855, Queen Victoria and Prince Albert paid a visit to France, returning the visit of Napoleon III to London.

In 1914, King George V and Queen Mary visited France, and in 1938, the first royal visit of our King and Queen to France, took place. All that the Kings and Queens gave to France by way of palaces and their exquisite furnishings, and which were not destroyed in the travail before the birth of a great Republic, were utilized for the regal entertainment and comfort of Their Majesties.

Marie Antoinette's queenly ghost must have been hovering near, although by this time it matters little whether she lost her crown and her lovely head for the building of a nation.



RAY



RAY LEWIS

PIRESENTES

THE fact that the 16 MM film has to be censored, and that mild legislation governing its sale and exhibition has been passed for Ontario, will not prevent its distribution which The Digest considers in the nature of a peril to Motion Pictures.

We know that giving away anything cheapens that which is given away. To be able to see a 16 MM film in a Church or a Town Hall, free, or for a silver collection, or at ten cent prices, will prove considerable opposition to theatres which cannot afford to operate under such a price policy.

We know that any picture subjected to unfavorable public opinion, has an unfavorable reaction on all pictures, and that the 16 MM film is quite likely to come in for unfavorable comment, that is, if the major companies or the independent companies consider the making of their regular programmes as 16 MM.

OUR pictures are not made for Church or Town Hall patronage, for such a patronage is not made up of movie fans, but more likely composed of people who dislike motion pictures and are in the nature of reformers, interested in eliminating what they call their "influence".

Once Church or Town Hall patronage is built up so that it presents a profitable revenue, the reformers will be more keen than ever to keep this revenue for Church and Town Hall, and as a result, we may find that the exhibitors will be taxed more heavily, for they will be considered in competition with Town Hall and Church.

The censorship of pictures for Church and Town Hall must necessarily be more severe than the censorship for theatres, but this development of a stricter censorship is something which our producer-distributors should not be interested to encourage; and yet, such a censorship is unavoidable and should be welcomed for the 16 MM, for the patrons of the Church and Town Hall are looking for pictures which may be objectionable, so that they can spread the gospel for reform.

The 16 MM film has only one legitimate market, the school, and then only when the film is produced especially for that purpose, being educational.

THERE is a new generation growing up which is not the Movie Fan which the former generation was. This is the generation which must be cultivated to acquire a motion picture habit. You will find among this young generation, a socialistic ten-

dency which is inclined to be severely critical of the average film, and which has imbibed the idea that pictures should be educational.

If the producer-distributors of motion picture entertainment are desirous of fanning the flame of this opinion, then they should go into the production of 16 MM films of an educational nature for presentation in Town Halls and Churches.

If the producer-distributors desire to keep motion pictures in Show Business, and their exhibition in theatres properly constructed for such purpose, then it should be their business to keep out of any participation in non-theatrical film enterprise.

The alibi that it is better that the Industry control the non-theatrical field than someone outside this field, may be an alibi, but it is not good sense nor good judgment.

NON-THEATRICAL interest in the 16 MM field cannot become substantial opposition to theatre attendance, if left to develop on its own. We know how long it takes to develop anything in our Industry, and how long it has taken to build up to where we are.

Incidentally, our Industry's entrance into the non-theatrical field gives anyone a good argument that WE ARE A MONOPOLY OF FILM ENTERPRISE.

We have not mentioned the exhibitors' angle in this 16 MM peril, because he is helpless in the matter, the fate of the whole business resting with the producer-distributors; but if the exhibitors have any sense of their danger, let them take action today, because a TOMORROW IS TOO LATE, and too many evils have got a foothold because the attitude has been, "It cannot hurt, it cannot grow, it cannot happen here".

When the Town Hall and Church become your opposition, exhibitors, if you think you are in a bad spot now, you will realize that your investment IS IN PERIL.



**"Jay L" Appointed To Special Publicity and Radio Committee, Toronto Branch,
"Motion Pictures' Greatest Year" Drive, Dewey Bloom - Chairman**

Digest Reviews and Previews

RESUME OF PICTURES REVIEWED DURING AUGUST

★ ★ ★

"LORD JEFF" — Metro-Goldwyn-Mayer.

Starring Freddie Bartholomew and Mickey Rooney. Directed by Sam Wood.

"When a Toronto audience will break out in applause at the end of a film, that picture has really got something . . . well over fifty per cent of the patrons applauded vigorously at the end of a regular matinee showing of this picture."

"MOTHER CAREY'S CHICKENS"—RKO Radio.

Starring Fay Bainter, Anne Shirley and Ruby Keeler. Directed by Rowland V. Lee.

"If you did well with 'Little Women', then this picture will make your box office sing a merry tune . . . good clean entertainment."

"FOUR'S A CROWD" — Warner Brothers.

Starring Errol Flynn, Rosalind Russell and Olivia de Havilland, with Walter Connolly and Patric Knowles. Directed by Michael Curtiz.

"A riotous comedy of the sophisticated school . . . will make the most confirmed sourpuss laugh."

"ALGIERS"—Wanger-U.A.

Starring Charles Boyer, with Hedy Lamarr and Sigrid Gurie. Directed by John Cromwell.

"Charles Boyer as the romantic leader of a gang of cutthroats, and Hedy Lamarr as a fascinating Parisienne, turn this remake of the French 'Pepe le Moko' into a big money picture."

★ ★ +

"SHOPWORN ANGEL"—Metro-Goldwyn-Mayer.

Starring Margaret Sullavan and James Stewart, with Walter Pidgeon. Directed by H. C. Potter.

"A remake of the early talkie starring Gary Cooper and Nancy Carroll. Performances of the whole cast are excellent, with Miss Sullavan and Stewart outstanding."

"SKY GIANT"—RKO Radio.

Starring Richard Dix, Chester Morris and Joan Fontaine. Directed by Lew Landers.

"Coming as it does at a time when the world is more airplane-conscious than ever before, this is a natural for the wide-awake showman. Flying scenes are excellent, with many exciting thrills."

"FAST COMPANY" — Metro-Goldwyn-Mayer.

Starring Melvyn Douglas and Florence Rice. Directed by Eddie Buzzell.

"A murder-mystery-comedy of the 'Thin Man' school. Outstanding features are the bright dialogue, fast action and clever mystery angle."

★ ★

"KEEP SMILING" — 20th Century-Fox.

Starring Jane Withers. Directed by Herbert L. Leeds.

"Another Jane Withers picture that will make money for the small-town exhibitor. Highlight is Jane's imitations of Deanna Durbin, Harry Ritz, Eleanor Powell, Joan Davis and Bobby Breen."

"PROFESSOR BEWARE" — Paramount.

Starring Harold Lloyd. Directed by Elliott Nugent.

"The first Harold Lloyd picture in several years . . . very funny in parts . . . A natural for juvenile audiences."

"THE CHASER" — Metro-Goldwyn-Mayer.

Starring Dennis O'Keefe and Ann Morris. Directed by Edwin L. Marin.

"A sprightly little picture, with lots of action, and a generous quota of laughs."

PERSONAL MUSINGS

HAD an interesting chat this week with Paul Nathanson, who has just returned after spending several months in England. Paul gave me some very interesting views — his own — on the general European situation. He tells me that about 50% of the English population believe that a general European war is inevitable, probably within 18 months. The other 50% believe that the whole thing is a game of bluff being played by Hitler, a bluff which will be called. Paul says that it is his own personal opinion that war will be avoided. Germany and Italy are on the verge of economical bankruptcy, and it is his belief that the men who put Hitler in power, the German industrialists, with the purpose of combatting socialism, are now finding that Hitler's policies are doing their businesses more harm than good, and a counter-revolution may be the order of the day. Paul names Hermann Goerring as a possible successor to Herr Hitler, and incidentally, reveals the interesting news, which we did not know before, that Goerring is not an anti-Semite. Paul also informed me that within a few years Great Britain will have an army which could defeat Ger-

many and Italy combined, and a navy second to none in the whole world. Incidentally, Paul says not to be surprised if talks of disarmament conferences once more fill the air. Here's hoping he's right.

A regrettable error. It was Hyman Eckler, father of Alec Eckler, who was drowned recently in the Rouge River, and not Alec, as we reported last week. Sorry!

Jules Bernstein of Loew's, Toronto, put across an effective exploitation stunt in connection with the showing of "Love Finds Andy Hardy" this week. "Bernie" had an old tin Lizzie driven around town by two youths, with lots of catchy phrases advertising the picture, painted on the sides, front and back of the car. It attracted a lot of attention.

Tom Daley, Imperial, Toronto, deserves a bouquet for his smart ad on the current attraction at the Imperial, "I'd Give A Million". Tom incorporated into his newspaper ad, a cheque for one million dollars, drawn on the local Royal Bank of Canada. Good stunt.

The first inkling we had that football was in the air, came this week, when we learned that Lew Hayman, popular coach of the Toronto Argonaut Football Team, and erstwhile manager of the Madison Theatre here, had resigned pro tem from his managerial duties at the theatre, to get his championship rugby team into shape for the coming season. Lew made a great many friends among the members of our Industry in the short time he was associated with it, and we are hoping to see him back again when snow starts falling on the gridirons. He has been succeeded at the theatre by L. M. Taylor who comes to the Madison all the way from Calgary, Alta., where he was associated with Ken Leach in the Strand and Variety Theatres in that city. Incidentally, unless our reckoning is all cockeyed, Taylor is the fourth or fifth manager the Madison has had in the past twelve months.

In a recent issue of the Owen Sound Daily Sun-Times, Chris Georgas, popular manager of the Savoy and Classic Theatres, is given a lengthy interview on the subject of Motion Pictures in general, and the likes and dislikes of Owen Sound patrons in particular. Chris divulges the interesting information that "musical films and comedies are tops so far as Owen Sound and district theatre goers are concerned". Favorites among his patrons, Mr. Georgas informs the press are Robert

(Continued on Page 9)

"Four Daughters" Healthy \$90,000, Radio City Music Hall. Holds

Washington Film Digest

By GEORGE W. MEHRTENS

NATIONAL LABOR RELATIONS BOARD CERTIFIES SWG

FOLLOWING months of negotiations, the National Labor Relations Board has certified the Screen Writer's Guild, Inc., as the exclusive collective bargaining agency for screen writers employed by 13 Hollywood motion picture producers.

At the same time the Board dismissed certification petitions filed by the Guild on behalf of employees in five companies, The Grand National Films, Inc., Trem Carr Pictures, Ltd., Major Pictures Corporation, B. P. Shulberg, Inc., and Walter Wanger Productions, Inc., since no collective bargaining representatives were selected by a majority.

The Board action, it was explained, was based upon results of secret ballot elections conducted June 28, 1938. Employees were asked to choose between the Screen Writers Guild and the Screen Playwrights, Inc. Companies in which the Guild received a majority vote were therefore certified as the collective bargaining agency as follows:

Lew's Inc. with a vote of 63 to 33; Selznick International, with three to none; Samuel Goldwyn, Inc. Ltd., two to none; Republic Productions, Inc., 25 to one; Columbia Pictures Corporation of California, Ltd., 17 to one; Paramount Pictures, Inc., 20 to 14; RKO Radio Pictures, Inc., 30 to

none; Universal Pictures Company, Inc., 22 to two; Twentieth Century-Fox Film Corporation, 38 to five; Warner Bros. Pictures, Inc., 38 to one; Hal Roach Studios, Inc., five to none; Monogram Productions Inc., four to none; Damour, Inc., three to none.

No votes were cast in cases of four companies whose employees' petitions were dismissed. They were included in balloting because of the unknown number of eligible voters at each company. At Walter Wanger studios there was one vote cast for the Guild. Regarding this the Board said:

"The National Labor Relations Act creates the duty of employers to bargain collectively. But the principle of collective bargaining presupposes that there is more than one eligible person who desired to bargain. The act therefore does not empower the Board to certify where only one employee is involved.

"This conclusion does not mean that a single employee may not designate a representative to act for him, he had such a right without the Act, and the Act in no way limits the right. By the same token the conclusion in no way limits the protection which the Act otherwise gives such an employee."

Excluded from the bargaining unit are executives, producers, associate producers, directors, supervisors, story

editors, scenario editors, and other persons having executive or supervisory powers, as well as lyricists, composers, and readers.

Prior to the elections, the Board pointed out, the Regional Director requested each company to furnish him with the names of persons employed by it as screen writers and eligible to vote pursuant to the Direction of Elections, but each company refused to do so and to avail itself of the opportunity to participate in the elections to this extent. Accordingly, the Regional Director gave due notice that persons voting in the election with respect to a particular Company, must prior to the election register with the Regional Director, and by affidavit state that they were employed on the date of the issuance of the Direction of Elections as screen writers by the said Company.

Meanwhile the studios have not yet decided if they will fight the decision. Attorneys of the studios have not yet held any meetings to determine what action should be taken.

If the companies refuse to bargain with the Guild, the Guild would appeal to the NLRB for an order compelling the companies to bargain. If the companies again refused they would be taken into the Federal Court of Appeals where a long and complicated legal fight would probably start, winding up in the Supreme Court in due course.

COMMUNISM IN HOLLYWOOD?

THE charge that the evidence tends to show that "all phases of radical and communistic activities are rampant among the Studios of Hollywood" has been made by Edward Sullivan, Congressional Investigator for the Special Dies Committee Investigating un-American activities, in a special report.

After declaring that some Hollywood celebrities are using their large salaries to finance communistic activities, Sullivan added, "A very large number of motion-picture stars are strongly opposed to all this subversive activity, but, as one very prominent star told me, if he spoke out loud about the situation he would be ditched by

the studios and a campaign of vilification would be started against him to ruin him with his public".

Although he named none of the persons he accused in Hollywood, the Congressional Investigator added the American public should be informed of their identities, suggesting Committee action in hearings.

Meanwhile it was learned that the investigating committee may question the motion picture stars about charges of financing Communist organizations.

Chairman Dies said a sub-committee and possibly the entire committee would go to the West Coast before January 1st for hearings.

GRANT MORE TIME

CONFIRMATION that the Department of Justice is granting general additional period for the filing of answers in the Government's equity suit against the majors came today at the Department.

Department spokesman stated that a 20 to 60 day extension is being granted all those applying for additional period in which to file answers. It was explained that the 20 to 60 day extension granted — dating from the time served — will mean a deadline for about November 1st.

It was also learned that the West Coast investigation is still officially "on", with only preliminary confidential reports received.

Theatre Equipment
and
COMPLETE SUPPLIES

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.

Coleman Electric Co.

258 Victoria St.
TORONTO, ONT.

EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

Republic Refused Entry In "Motion Pictures' Greatest Year" Drive. G-B Also Refused Entry

"Motion Pictures' Greatest Year"

ACCESSORY PRICES

The campaign accessories will be sold through the Paramount exchanges in Canada at the prices listed below:

	each
1-sheets (2 styles)	.10
3-sheets (2 styles)	.30
1 Standard 14"x22" window card..	.06
1 Jumbo 22"x28" window card.....	.10
1 14"x36" insert card	.20
1 22"x28" lobby card	.20
1 40"x60"	.70
1 24"x82" banner card	1.00
1 24"x60" banner card	.70
1 6'x40" giant standee	7.50
3 Styles Small Bannerettes— size 19½"x16"	.90
3 Styles Large Bannerettes— size 28"x37"	1.30
3 Styles 72"x38" Horizontal Valance	2.20
1 Style 28 Ft. Burgee Streamer.....	3.60
Movie Quiz Books	per M 7.00
Campaign Press Books.....	Free
(available by next week)	

Some of these accessories are not immediately available, but if any exhibitor desires any of these accessories which are not on hand, they will be ordered immediately, and available in a short time.

The committee also stresses the fact that, because of the tremendous scope of the job of distribution, and the need, both from the standpoint of economy and speed, to reduce bookkeeping to a minimum, all sales of Movie Quiz booklets and campaign accessories will be handled on a *cash-with-order* basis, *without exception*.

BLUMENSTOCK HEADS RADIO COMMITTEE

Mort Blumenstock, head of Warner's publicity and advertising in the East, has been appointed chairman of the radio committee of "Motion Pictures' Greatest Year" Industry Drive, Mr. George J. Schaefer, committee executive chairman, announced.

Blumenstock, as his first official action, designated Irving Rubine to direct the radio work on the Coast. He will announce his full committee in the near future.

REGIONAL MEETINGS

Baltimore's 80 theatres, affiliated and unaffiliated, voted unanimously to present a united front for the Industry Drive in this city, it was announced today by Carter T. Barrow, Chairman of the Regional Committee in that territory. Washington has also voted solidly to get behind the Campaign, with committees already active there in various phases of the Drive.

FIRST COME FIRST SERVE

Exhibitors, as they subscribe and send in their remittances, on the basis of the seating capacity of their theatres, for the "Motion Pictures' Greatest Year" Industry Drive, will be placed on a preferred list and will get first choice of campaign materials and accessories distributed through the exchanges, George J. Schaefer, Executive Chairman of the Campaign, announced this week.

As the pledges and remittances are received, each subscribing exhibitor will be given a card for presentation at the exchanges where he acquires his campaign accessories. This will entitle him to first call on the materials on hand, since, at the beginning of the campaign in particular, there is expected to be a grand rush for the accessories as they become available.

Also, as the exhibitor makes his contribution, his name will be listed at the exchange, enabling him to order materials by mail with the assurance that he will be favored in shipment. The list of pledges will be sent to exchanges throughout the country.

IATSE HEAD JOINS

George E. Browne, President of IATSE, the labor organization of the affiliated technical crafts in the entertainment field, has accepted with enthusiasm the invitation to join the national committee of "Motion Pictures' Greatest Year", Mr. George J. Schaefer, Executive Chairman of the Committee, announced today. Mr. Browne will serve actively, it was stated, and has expressed his complete support of the aims of the Drive.

His affiliation with the Committee is hailed as a new token of the harmonious labor relations in the Industry, and of the unity of interests behind the nation-wide Campaign.

Previously, the Screen Actors' Guild had passed a resolution heartily endorsing the "Greatest Year" Drive.

NEWSREELS PLEDGE

Newsreel heads pledged full support of the "Motion Pictures' Greatest Year" Industry Drive at a recent luncheon conference with Mr. George J. Schaefer, Executive Chairman of the Campaign, and Mr. Harold B. Franklin, Business Manager.

Present at the conference from the newsreel companies were Truman Talley, Fox Movietone; Albert J. Richard, Paramount Newsreel; Thomas Meade, Universal Newsreel and Fred Ullman, Jr., RKO Pathe.

Digest Reviews and Previews

(Continued from Page 7)

Taylor, Deanna Durbin, Nelson Eddy, Jeanette MacDonald, Spencer Tracy, Wallace Beery, Freddie Bartholomew, Mickey Rooney, Shirley Temple, Judy Garland, and to a lesser degree, Clark Gable and Luise Rainer. Incidentally, Chris reveals that double bills are taboo.

Life Magazine this week devoted its front cover and several inside pages to the new Fred Astaire-Ginger Rogers starring picture for RKO Radio, "Carefree", for which Irving Berlin wrote the music.

In the mail this week we received a Bobby Breen Harmonica (mouth organ to youse guys), with genuine brass plates, and a membership card that informed us that we are duly enrolled as a member of the "Breaking The Ice" Bobby Breen Harmonica Club. The membership card is signed by Sol Lesser as manager of the club, but we've got a sneaking hunch that the man who is "happy about the whole thing" is none other than Leon "The Great" Bamberger. The whole thing has that Bambergerism touch, the latter somewhat similar to the better known, but less effective, 'Midas touch'.

Dick Garrett, Imperial, Barrie, Ont., was seen around the Toronto exchanges this week.

Bill Seavell, Esquire, Penetang, a Toronto visitor.

Bill Stewart, Rex, London, in town this week.

A fair addition to Toronto Film Row this week was Miss Elliott, who does the booking for the Fred Guest theatres in Hamilton.

Barney Fox, head booker, RKO Toronto branch, away on holidays.

Recent visitors to Montreal's Monkland Street Exchanges included T. Trow, Imperial, Three River; Jack Adelson, Roxy, St. Agathe, and U. H. Pelletier, Alma, River Bend Mills, Quebec.

"*Gay L.*"

KANSAS CITY READY

Theatre managers in Kansas City, Mo., are already showing the first teaser trailers in the "Motion Pictures' Greatest Year" Industry Drive, and are displaying lobby easels in their theatres announcing the Campaign and the \$250,000 Movie Quiz Contest.

Trade Press Hail New Capra Production, "You Can't Take It With You"
As Smash Hit Comparable To "Mr. Deeds"

Fairweather in the Maritimes

By ALICE T. FAIRWEATHER

REGIONAL MEETING OF "MOTION PICTURES' GREATEST YEAR" CAMPAIGN, HELD IN SAINT JOHN, N.B.

THE regional meeting in the interests of the Campaign for better attendance at the Movies was held at the Admiral Beatty Hotel, Saint John, N.B. A luncheon gathering was arranged to which every Exhibitor in the Province was invited and a representative number attended. Forty-five were guests including the Distributor representatives.

Excellent speeches were made by Leo Devaney, Canadian General Manager RKO, J. J. Fitzgibbons, Famous Players General Manager, Haskell Masters, Canadian General Manager of United Artists Corporation, and a very straight-forward brief address by Paul Nathanson. Mr. Nathanson's description of how important the film entertainment is to the life of the people in England, was very impressive.

The details of the campaign were clearly and well described, and in the informal talk which followed, several questions asked brought out points in regard to the smaller houses which were answered in detail. These matters were similar to questions asked elsewhere. Walter H. Golding, Manager of the Capitol Theatre, presided at the luncheon. The Maritime Film Board of Trade was responsible for contacting all N.B. Exhibitors and Mr. F. G. Spencer took a prominent part in all arrangements, while Mr. Golding looked after the publicity. In the newspapers, a point was made that there is no panic in the Motion Picture Industry but that all efforts are being made to restore theatre attendance to what it was in years past, and that the Industry is taking a big step towards bringing back better times to all. Large pictures of the three "Flying Showmen" of the Screen were displayed in the local newspapers. The Distributor representatives left the following morning for Halifax, where a meeting had also been arranged by the N.S. Exhibitors Association. Several Saint John Exchange managers attended the Halifax meeting.

The following were present at the Saint John luncheon:

W. W. O. Fenety, Fredericton, N.B. (Capitol and Gaiety Theatres).

Mr. and Mrs. J. A. Williams, Chipman, N.B., Chipman Theatre.

F. W. Winter, Capitol and Empress, Moncton, N.B.

Jack Butler, Imperial, Moncton, N.B.

T. J. O'Rourke, Gaiety Theatre, Minto, N.B.

R. R. Kertson, Opera House, Grand Falls, N.B.

P. J. Leger, Opera House, Bathurst, N.B.

E. D. Nesbett, Star, Edmundston, N.B.

Charles G. Staples, Queen, St. Stephen, N.B.

Mr. and Mrs. J. B. McLaughlin, Opera House, Newcastle, N.B.

Miss Irene Malloy, F. G. Spencer Co. Ltd., Saint John, N.B.

Colin Danson, Strand, Sussex, N.B.

F. G. Spencer, President F. G. Spencer Co. Ltd.

W. H. Golding, Capitol, Saint John, N.B.

Joseph M. Franklin, President Franklin & Herschorn, Saint John, N.B.

Mitchell Franklin, Mayfair Theatre, Saint John, N.B.

Gerald Spencer, Saint John, N.B.

T. Gordon Spencer, Saint John, N.B.

A. W. Fielding, General Manager F. G. Spencer Co. Ltd.

Messrs. Leslie and Aubrey Sprague, Capitol, Saint George, N.B. and Strand, Black's Harbour, N.B.

Walter R. Golding, Community Theatre, West Saint John, N.B.

E. A. Whelpley, RKO Distributing Corporation Exchange Manager, Saint John, N.B.

A. E. Smith, Manager Saint John Exchange, Regal Films Ltd.

P. J. Hogan, Manager Paramount Film Service Ltd., Saint John, N.B.

S. T. Miller, Salesman RKO Distributing Corp., Saint John, N.B.

Gerald Hoyt, Exchange Manager Empire-Universal Films, Saint John, N.B.

Charles Chaplin, Exchange Manager United Artists Corp., Saint John, N.B.

R. G. March, Exchange Manager Twentieth Century-Fox Film Corporation, Saint John, N.B.

Mr. Cohen, Auditor Twentieth Century-Fox Film Corp., New York.

Paul Quinn, Princess Theatre, Saint John, N.B.

G. F. Armstrong, Treasurer F. G. Spencer Co. Ltd., Saint John, N.B.

J. Lieberman and M. S. Bernstein, Capitol, Antigonish, McAdam, Chatham, Perth, Edmundston, N.B.

H. Demerson, Empire, Saint John, N.B.

J. A. McNeill, Saint John Amusement Co. (Empire Theatre).

S. Heiber, Booker United Artists Corp., Saint John, N.B.

Wallace A. Sault, Empire-Universal Films, Saint John, N.B.

William Guss, Regal Films Ltd., Saint John, N.B.

Alden Lockhart, Regent Theatre, Saint John, N.B.

Alice Fairweather, Maritime Film Board of Trade.

Messrs. Leo Devaney, J. J. Fitzgibbons, Haskell Masters, Paul Nathanson.

The following Committee was appointed to carry out plans for the campaign:

Walter H. Golding, Chairman.

Alice Fairweather, Secretary.

W. W. O. Fenety, Fredericton, N.B.

Charles Staples, St. Stephen, N.B.

F. G. Spencer, Saint John, N.B.

Leslie Sprague, Saint John, N.B.

Fred Winter, Moncton, N.B.

E. A. Whelpley, Saint John, N.B.

P. J. Leger, Bathurst, N.B.

Earl Nesbett, Edmundston, N.B.

P. J. Hogan, Saint John, N.B.

SIR EDWARD BEATTY NO EXHIBITOR

THERE was a Motion Picture gathering of New Brunswick Exhibitors and there was a luncheon given by the Publishers of a newspaper for the big shots of one of the great railway systems. These functions took place in the Admiral Beatty Hotel, and at the same time, on the same floor.

Attending the Motion Picture gathering was Colin Danson of the Strand Theatre, Sussex, N.B., who sauntered into a room filled with important looking personages. Glancing around for acquaintances he found none, but turning to a pleasant appearing personage next to him, and being of friendly nature, Mr. Danson remarked, "Are you an Exhibitor?" Whereupon the said pleasant appearing personage answered, "No, I'm only the president of the Canadian Pacific Railway". Mr. Danson states that he enjoyed his brief stay with the other party, and returned to his own, to share the joke with the big shots and the lesser lights of the Motion Picture Industry.

Ray Bell, Loew's Capitol, Washington, Wins First Prize, "Blockade" Campaign Contest
Jack Arthur, Uptown, Toronto, Gets Honorable Mention

Merryl Lea In London

WENT out to the Denham Studios recently, to watch the shooting of scenes for "A Royal Divorce". This Imperator Production, under the direction of Jack Raymond, and starring Ruth Chatterton and Pierre Blanchar, is based upon an original, written by Ruth Chatterton and Jacques Thierry, with dialogue by Miles Malleson.

The film deals with the life of Josephine and Napoleon. The treatment of the story is along intimate lines, and in a rather humorous vein.

Mr. Blanchar, who is the celebrated French star whose work in "Un Carnet de Bal" was so highly praised, plays the part of Napoleon. He bears a very distinct and uncanny likeness to Napoleon, in both face and form. Other members of the cast are: Frank Cellier, Auriol Lee, George Curzon, Carol Goodner, Ernest Lawford, John Lawrie and Rosalyn Boulter.

Mr. George Benda has supervised the costumes, wigs, etc. The gowns worn by Ruth Chatterton as Josephine, are replicas of those which the Queen wore. Every detail in sets has been carefully carried out, even the traditional emblem of the bee was used in wallpaper and carpet design.

LONDON SHOWINGS

RECENT showings at the principal theatres in London — Exhibitors, glance over the list and consider the product selection in London as compared with that in Canadian key-spots.

Carlton Theatre—Marx Brothers in "Monkey Business", and "Trouble In Paradise" with Herbert Marshall and Miriam Hopkins; Empire Theatre (Leicester Square) — "Frou Frou" with Luise Rainer, Melvyn Douglas and Robert Young; Gaumont (Haymarket)—"Mr. Moto's Gamble", and "Swing Your Lady" with Humphrey Bogart; Leicester Square Theatre — "Frankenstein" with Boris Karloff, and "The Invisible Man" with Claude Rains; London Pavilion—Max Miller in "Thank Evans", also "Over The Wall" with Dick Foran; Marble Arch Pavilion — "The Drum" with Sabu, and "She's Got Everything"; New Gallery—"Snow White and the Seven Dwarfs"; Odeon (Leicester Square) — "The Ghost Goes West" with Robert Donat, and "Catherine The Great" with Elizabeth Bergner and Douglas Fairbanks, Jr.; Plaza (Piccadilly Circus) — "Professor Beware" with Harold Lloyd, also "Inside Goods"; Regal (Marble Arch) — "Four Men And A Prayer" with Loretta Young, Richard Greene; Stoll (Kingsway)—"The Count of Monte Cristo" with

Robert Donat, and "Elephant Boy" with Sabu.

WHEN IS A TARTAN, NOT A TARTAN?

NOTHING could stop me from telling this one! Ray Lewis and I attended a showing of "The Son of the Sheik" at the Leicester Square Theatre. As we approached the theatre, Miss Lewis glanced up and noted above the marquee, cardboard faces of Vilma Banky and Rudolph Valentino against a background depicting the locale of the film.

"Look, Merryl," she said, "look at the tartan."

"Well," I replied, "if that's a tartan, I'm Vilma Banky! The trouble is, that since Balmoral and 'Sixty Glorious Years', you see tartans, plaids, and even kilts, all over the place. That's just a good old oriental stripe, such as would be used in the Sahara!"

"Oh, quite," murmured Miss Lewis.

OPEN AIR THEATRE

THE Open Air Theatre in Regent's Park is really worthwhile commenting upon. Nothing could be more interesting than seeing the play performed in natural surroundings. Gladys Cooper, Philip Merivale and Jean Forbes-Robertson head the cast which enacted "Twelfth Night" at a recent matinee.

Gladys Cooper was an excellent "Olivia", Jean Forbes-Robertson took the part of "Viola", and Philip Merivale, who has played in several films, although he is more famous as a stage actor, was "Malvolio".

The out-door theatre is such a charming idea. The single and simple set employed for the play, the back-

ground of nature, the sky, the trees, and wonder of wonders, an afternoon without rain! One of the things which I like most about the out-door performances, is the true perspective one gets in the matter of sets. The characters actually come into the garden, go up stairs, walk back and forth, etc. The sense of reality is very pleasing (just like in the movies).

The seating is arranged in rows of garden chairs, on an incline. Prices range from one shilling three pence (31c) to twelve shillings six pence (\$3.12). The voices of the players are made audible to all by amplifiers placed at either side of the stage.

The evening performances are more "theatrical" (if that term may be applied to "the theatre" itself). Coloured lights are placed round about the enclosure — the air is "balmy", but decidedly cold! In other words, you're "balmy" if you don't take a blanket.

I suppose of interest to the exhibitors is the fact that this type of theatre is competition. However, those who attend a matinee undoubtedly choose this type of performance because they have no intentions of being indoors on a fine afternoon. As for the evening performances — well, competition is competition and what can you do!

DOUGLAS STORY GOOD PICTURE

"WHITE BANNERS", First National picture which stars Claude Rains with Fay Bainter, Jackie Cooper and Bonita Granville, is a film with a new plot. Adapted from the story by Lloyd C. Douglas, author of the "Magnificent Obsession", it is the story of a simple family, well directed, and interesting. The picture is definitely of family appeal, and although in spots the film is a bit "preachy" when Fay Bainter, as "Hannah" explains her "Faith", the picture is satisfactory fare.

ROYAL ENTERTAINMENT

MAURICE CHEVALIER, in straw hat and shirt sleeves, sang before Their Majesties, King George VI and Queen Elizabeth, on the last night of their visit in Paris, at the Foreign Office.

Chevalier put on his straw hat, said, "Excuse me", in a very friendly fashion to the King and Queen, adding, "but I can't sing without it". He then took off his dinner jacket and sang several songs in English and one French song, "Il y a de la joie" ("Everything's OK"). The song which the King liked the best was the one in which Chevalier impersonated a convivial tramp.

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TORONTO MONTREAL

Shooting the Stars

Back in Hollywood after an extended European vacation, JOSEF VON STERNBERG has been signed to a METRO-GOLDWYN-MAYER contract by E. J. MANNIX, to direct HEDY LAMARR's next picture . . . "ANNABEL TAKES A TOUR", second in the series of RKO RADIO films centring around the adventures of a temperamental screen star and her impetuous press agent, has gone into production with JACK OAKIE and LUCILLE BALL again co-starring . . . PAUL LUKAS, VEREE TEASDALE and ALEXANDER D'ARCY are the latest featured players to join the cast of HAL ROACH'S "TOPPER TAKES A TRIP"; the original quartet of players — CONSTANCE BENNETT, ROLAND YOUNG, BILLIE BURKE and ALAN MOWBRAY—who appeared in "Topper", will carry on the roles they originated; this is Hal Roach's second production for UNITED ARTISTS . . . JACK HOLT'S next starring picture for COLUMBIA will bear the tentative title "NOT FOR GLORY"; camera work started this week, with LEWIS D. COLLINS directing and BEVERLY ROBERTS as the star's leading lady . . . WARNER BROS. have torn up JEFFREY LYNN'S first film contract and have given him a new one advancing him to starring rank as a result of his work in "FOUR DAUGHTERS", according to a wire from the West Coast studios . . . LEO CARRILLO has been signed

for an important role in "RUNNING WILD", JANE WITHERS' latest starring film for 20TH CENTURY FOX . . . ROBERT YOUNG will be teamed with ELEANOR POWELL in METRO-



Robert Benchley, famed humorist, whose latest short for M-G-M is entitled "Courtship of the Newt".

GOLDWYN-MAYER'S forthcoming romantic extravaganza, "HONOLULU"; EDWARD BUZZELL has been assigned to direct . . . COLUMBIA this week assigned JACQUELINE WELLS, CLIFF EDWARDS, and ROBERT PAIGE to parts in "THOROUGHbred" (temp. title) in support of EDITH FELLOWS . . . WALTER WANGER this week signed ANN SOTHERN and RALPH BELLAMY as the featured players in "TRADE WINDS", co-starring FREDRIC MARCH and JOAN BENNETT; TAY GARNETT is producing and directing this feature for U.A. release . . . BOOTH TARKINGTON'S "LITTLE ORVIE" has been acquired by RKO RADIO as the first starring vehicle for PETER HOLDEN, seven-year old star of the Broadway hit, "On Borrowed Time", who has just been placed under contract to that studio . . . "WOODEN ANCHORS" has been substituted as the title for 20TH CENTURY-FOX'S picture starring RICHARD GREENE and NANCY KELLY, which went into production as "Splinter Fleet" . . . the Mexican Government has approved the script for the film, "THE PHANTOM CROWN", in which WARNER BROS. will next offer PAUL MUNI; the story is that of Maximilian and Carlotta and their ill-fated adventure in a Mexican empire; Muni will play the role of Juarez, the Mexican patriot, and BETTE DAVIS will appear as Carlotta.

Trans - Canada Showings

TORONTO

EGLINTON

"Adventures of Robin Hood" (Warners), starring Errol Flynn and Olivia de Havilland.

IMPERIAL

"I'll Give A Million" (20th Century-Fox), starring Warner Baxter and Marjorie Weaver.

LOEW'S

"Love Finds Andy Hardy" (M-G-M), starring Lewis Stone, Mickey Rooney and Judy Garland.

SHEA'S

"Give Me A Sailor" (Paramount), starring Martha Raye and Bob Hope, and "Booloo" (Paramount).

UPTOWN

"Alexander's Ragtime Band" (20th Century-Fox), starring Tyrone Power, Alice Faye and Don Ameche.

MONTREAL

CAPITOL

"I'll Give A Million" (20th Century-Fox), starring Warner Baxter and Marjorie Weaver.

EMPRESS

"Sinners in Paradise" (Universal), with Madge Evans and John Boles, and "Nurse from Brooklyn" (Universal), with Sally Eilers.

ORPHEUM

3rd week. "Algiers" (Wanger-U.A.), starring Charles Boyer.

PALACE

"Alexander's Ragtime Band" (20th Century-Fox), starring Tyrone Power, Alice Faye and Don Ameche.

PRINCESS

"Cowboy from Brooklyn" (Warners), starring Dick Powell and Priscilla Lane, and "My Bill" (Warners), starring Kay Francis.

SAINT JOHN

CAPITOL

"Shopworn Angel" (M-G-M), starring Margaret Sullavan and James Stewart.

MAYFAIR

"College Swing" (Paramount), starring George Burns and Gracie Allen, and "Bulldog Drummond's Peril" (Paramount), with John Barrymore.

PRINCESS

"The Rat" (RKO Radio), starring Ruth Chatterton and Anton Walbrook. Also stage show.

REGENT

"Doctor Rhythm" (Paramount), starring Bing Crosby, and "Dangerous To Know" (Paramount), with Akim Tamiroff.

STRAND

"Women Are Like That" (Warners), starring Kay Francis and Pat O'Brien, and "This Will Make You Whistle" (British), starring Jack Buchanan.

WINNIPEG

BIJOU

"Hell Divers" (M-G-M re-issue), starring Clark Gable and Wallace Beery, and "Danger Patrol" (RKO Radio), with Sally Eilers and John Beal.

CAPITOL

"Alexander's Ragtime Band" (20th Century-Fox), starring Tyrone Power, Alice Faye and Don Ameche.

GARRICK

"Goodbye Broadway" (Universal), with Alice Brady and Charles Winninger, and "The Crime of Dr. Hallett" (Universal), with Ralph Bellamy.

LYCEUM

"My Bill" (Warners), starring Kay Francis, and "Love, Honor and Behave" (Warners), starring Wayne Morris and Priscilla Lane.

STATE

"Boy of the Streets" (Monogram), starring Jackie Cooper, and "Private Lives" (M-G-M re-issue), starring Norma Shearer and Robert Montgomery.

CALGARY

CAPITOL

"Alexander's Ragtime Band" (20th Century-Fox), starring Tyrone Power, Alice Faye and Don Ameche.

PALACE

"Racket Busters" (Warners), starring George Brent and Humphrey Bogart.

STRAND

"Jezebel" (Warners), starring Bette Davis, Henry Fonda and George Brent, and "Reckless Living" (Universal), with Robert Wilcox.

TIVOLI

"Live, Love and Learn" (M-G-M), starring Robert Montgomery and Rosalind Russell, and "Fit For A King" (RKO Radio), starring Joe E. Brown.

VARIETY

"Happy Landing" (20th Century-Fox), starring Sonja Henie and Don Ameche, and "Daughter of Shanghai" (20th Century-Fox), with Anna May Wong.

VANCOUVER

BEACON

"Flight into Nowhere" (Columbia), starring Jack Holt, and "Hollywood Stadium Mystery" (Republic), with Neil Hamilton. Also stage show.

CAPITOL

"Alexander's Ragtime Band" (20th Century-Fox), starring Tyrone Power, Alice Faye and Don Ameche.

DOMINION

"Three Comrades" (M-G-M), starring Robert Taylor, Margaret Sullavan, Franchot Tone and Robert Young, and "It Can't Last Forever" (Columbia), with Ralph Bellamy and Betty Furness.

PLAZA

"Algiers" (Wanger - U. A.), starring Charles Boyer.